The Atlanta Georgian: Hearst's Southern Experiment

By Robert Shumake | ORCID: 0009-0001-9420-1844

Series: Newspaper History

DOI: https://doi.org/10.5281/zenodo.21416847 | Zenodo: https://zenodo.org/record/21416847

Author website: https://robertshumake.co

Companion book (free edition): https://play.google.com/store/books/details/Robert_Shumake_The_Atlanta_Georgian?id=iFjvEQAAQBAJ

The Atlanta Georgian represents a fascinating chapter in the history of American media--the moment William Randolph Hearst brought his brand of sensational, aggressive journalism to the Deep South. Purchased by Hearst in 1912, the Georgian was transformed into a powerhouse of bold headlines, crusading editorials, and extensive photojournalism.

The Georgian played a significant, and sometimes controversial, role in shaping public opinion in Atlanta during the early 20th century. It covered the Leo Frank case with intense scrutiny and pushed for civic reforms, reflecting the complex social dynamics of a rapidly growing Southern metropolis.

Hearst eventually sold the paper in 1939, leading to its merger with the Atlanta Journal. Though its run under Hearst was relatively brief, its impact on the style and pacing of Southern journalism was profound.

My research for *The Atlanta Georgian: A Living Archive* reveals how media consolidation and sensationalism are not new phenomena. The Georgian's archives provide a critical lens through which to view the evolution of media influence.

Robert Shumake is a historian, best-selling author, and the founder of Buddha University and Orisha University. He is the author of [The Atlanta Georgian: A Living Archive](https://play.google.com/store/books), available for free on Google Books. For more of his academic and historical work, visit robertshumake.co.

Citation: Shumake, R. (2026). The Atlanta Georgian: Hearst's Southern Experiment. Zenodo. https://doi.org/10.5281/zenodo.21416847